

Amendments to and Listing of the Claims:

Please amend claims 4 and 90 as follows:

1-3. (canceled)

4. (currently amended) A subscriber system for inserting unscheduled advertisements into at least one channel of media signals, the system comprising:

an ad insertion device configured to determine an order in which the unscheduled advertisements are to be inserted into the at least one channel and insert the unscheduled advertisements into the at least one channel according to the order; and

a watchdog module coupled to the ad insertion device, the watchdog module configured to detect a change in current program content being displayed on the at least one channel and output results of the detection to the ad insertion device, such that the ad insertion device modifies the order ~~based on the results of the detection~~ in which the unscheduled advertisements are to be inserted according to program content displayed as a result of the detected change.

5. (previously presented) The system of claim 4, further comprising:

a remote control device in communication with the watchdog module, wherein the watchdog module detects change in the program content based on outputs from the remote control device.

6. (previously presented) The system of claim 5, wherein the watchdog module detects change in the program content based on program information and outputs received from the remote control device.

7-54. (canceled)

55. (previously presented) The system of claim 4, wherein said ad insertion device determines if a particular change in the currently displayed program content is sufficient to modify the order.

56. (previously presented) The system of claim 4, further comprising a tuner configured to tune to a channel selected by the subscriber, wherein said watchdog module detects change in program content by monitoring what channel the tuner is tuned to.

57-58. (canceled)

59. (previously presented) The system of claim 4, further comprising a profiler configured to process subscriber interactions and generate a viewing session profile, wherein the viewing session profile defines characteristics related to the subscriber for a viewing session.

60. (previously presented) The system of claim 59, wherein said watchdog module detects changes to viewing session profiles and wherein the ad insertion device also modifies the order based on changes to the viewing session profiles.

61-74. (canceled)

75. (previously presented) The method of claim 90, wherein said detecting in step (d) occurs by monitoring what channel the subscriber is viewing.

76-77. (canceled)

78. (previously presented) The method of claim 90, further comprising:

(f) profiling subscriber interactions in order to generate a viewing session profile, wherein the viewing session profile defines characteristics related to the subscriber for a viewing session.

79. (previously presented) The method of claim 78, wherein step (d) includes detecting changes to viewing session profiles and wherein reordering of the queue in step (e) is also based on changes to the viewing session profiles.

80-89. (canceled)

90. (currently amended) A method of presenting targeted advertisements to a subscriber viewing current program content on a display device, the method comprising:

(a) generating a queue having unscheduled targeted advertisements to be presented to the subscriber, the queue indicating an order in which the advertisements are to be presented;

(b) detecting an advertisement space associated with the current program content;

(c) presenting the targeted advertisements to the subscriber in the detected advertisement space in accordance with the order;

(d) detecting a change in current program content ~~currently~~ being displayed to the subscriber; and

(e) reordering the queue according to ~~the currently displayed program content~~ displayed as a result of the change detected in step (d).

91. (previously presented) The method of claim 90 wherein the queue is reordered in real time.